

Pengaruh Kualitas Pelayanan, Citra Perusahaan, Citra Merek, dan Lokasi terhadap Kepuasan Konsumen di Apotek Kimia Farma Fatmawati Semarang

RIJALUDDIN GITA RAMADHAN

(Pembimbing : Guruh Taufan Hariyadi, SE, M.Kom)

Manajemen - S1, FEB, Universitas Dian Nuswantoro

www.dinus.ac.id

Email : 211201302974@mhs.dinus.ac.id

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, citra merek, citra perusahaan, dan lokasi terhadap kepuasan konsumen di apotek kimia farma fatmawati semarang, metode pengambilan sampel yang di gunakan pada penelitian ini adalah purposive sampling dan berjumlah 100 sampel, pengumpulan data menggunakan kuisioner. Analisis data menggunakan SPSS 20, tanggapan dianalisis menggunakan analisis Regresi Linear Berganda. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen di apotek kimia farma fatmawati semarang, citra merek berpengaruh positif dan signifikan terhadap kepuasan konsumen di apotek kimia farma fatmawati semarang, citra perusahaan berpengaruh positif dan signifikan terhadap kepuasan konsumen di apotek kimia farma fatmawati semarang, lokasi berpengaruh positif dan signifikan terhadap kepuasan konsumen di apotek kimia farma fatmawati semarang.

Kata Kunci : kualitas pelayanan, citra merek, citra perusahaan, lokasi, kepuasan konsumen

**The Influence of Service Quality, Corporate Image, Brand Image, and
Location toward Customer Satisfaction at Kimia Farma Fatmawati
Semarang Pharmacy**

RIJALUDDIN GITA RAMADHAN

(Lecturer : Guruh Taufan Hariyadi, SE, M.Kom)

*Bachelor of Management - S1, Faculty of Economy &
Business, DINUS University*

www.dinus.ac.id

Email : 211201302974@mhs.dinus.ac.id

ABSTRACT

This study aims to analyze the influence of service quality, brand image, corporate image, and location toward consumer satisfaction at Kimia Farma Fatmawati Semarang Pharmacy, the sampling method that used in this study is purposive sampling and amounted to 100 samples, data collection using questionnaire. Data analysis using SPSS 20, the responses were analyzed using Multiple Linear Regression analysis. The results showed that the service quality has a positive and significant influence on customer satisfaction at Kimia Farma Fatmawati Semarang, the brand image has a positive and significant influence on customer satisfaction at Kimia Farma Fatmawati Semarang Pharmacy, the corporate image has a positive and significant influence on customer satisfaction at Kimia Farma Fatmawati Semarang Pharmacy, the location has a positive and significant influence on customer satisfaction at Kimia Farma Fatmawati Semarang Pharmacy.

Keyword : service quality, brand image, corporate image, location, customer satisfaction